

**City of Franklin**  
**Comprehensive Master**  
**Plan Update**

**Kick-off Meeting**  
**August 1, 2005**

**Planning & Design Institute, Inc.**  
R.A. Smith and Associates, Inc.  
Cedarburg Science, LLC



# **Comprehensive Master Plan Update**

## **Why update the current Master Plan?**

- **Current Master Plan was completed in 1992 (13 years old)**
- **Address current planning issues in Franklin and the region**
- **Meet the State Smart Growth legislation**
- **Coordinate ongoing planning and development issues**
- **Map and address environmental issues**
- **Plan for the next 20 years**

**2 year planning process**

**41 Public meetings during the planning process**

**City website**

# **PLANNING ISSUES IN FRANKLIN**

# Evaluate traffic impacts and plan for future roads and improvements with the State and County



# Preserve the environmental amenities and values of the community





**Determine if sanitary sewer should be extended to the southwest**



# Coordinate development impacts with surrounding communities





# Provide sound planning and standards for high-quality deve.





# **PUBLIC PARTICIPATION**

# Household survey



## City of Franklin 2005 City Planning Survey

### Help us plan your City.

Please take a few minutes to tell us about yourself and share your views and opinions about the City of Franklin. Feel free to leave any questions blank. Thank you.

This survey is one component of the community participation process in the development of a City-wide Master Plan update. The Master Plan directs growth and development of the community, including:

- where commercial development should be located
- what roads should be improved
- where parks should be located
- how much, and where, housing should be allowed.

For more information please contact  
Gary Petre, Director of Administration, at (414) 858.1100, [info@franklinwi.gov](mailto:info@franklinwi.gov)  
or visit our website at [www.franklinwi.gov](http://www.franklinwi.gov).  
Additional copies (for additional household members) may be printed from the  
City of Franklin website at [www.franklinwi.gov](http://www.franklinwi.gov).

PLEASE RETURN BY JULY 15, 2005.

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## HOUSING

15. As new housing occurs in the City, what building types do you favor?

	Very Favorable	Favorable	No Opinion	Unfavorable	Very Unfavorable
a. Single family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Duplex	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Townhomes (attached with individual entrance)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Condominiums (apartment style building)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Apartments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Variety of residential development types	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Senior housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. How important are the following when considering plans for new single-family residential development?

	Very Important	Important	No Opinion	Unimportant	Very Unimportant
a. Compatibility with surrounding neighborhood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Proximity to home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Overall development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Quality and design	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Density within subdivisions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Parks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Variety of housing types within development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

17. How important are the following when considering plans for new multi-family residential development?

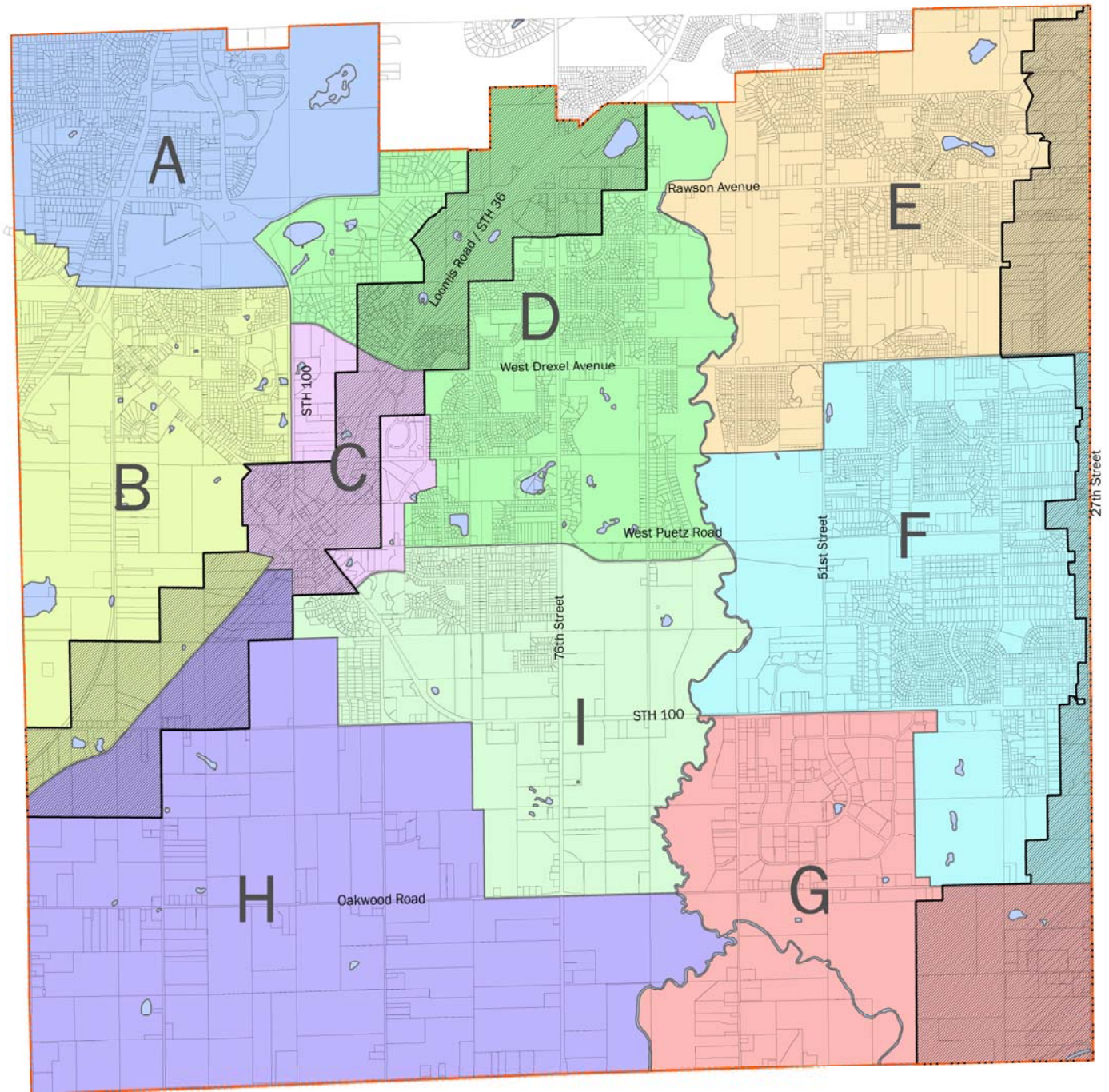
	Very Important	Important	No Opinion	Unimportant	Very Unimportant
a. Condominium vs. rental	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Density	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Residential uses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Amount of open space	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Residential streets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Design	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18. Additional neighborhood retail service within \_\_\_\_\_  
☐ Yes ☐ No ☐ No Opinion

19. What do you like to see in Franklin? \_\_\_\_\_

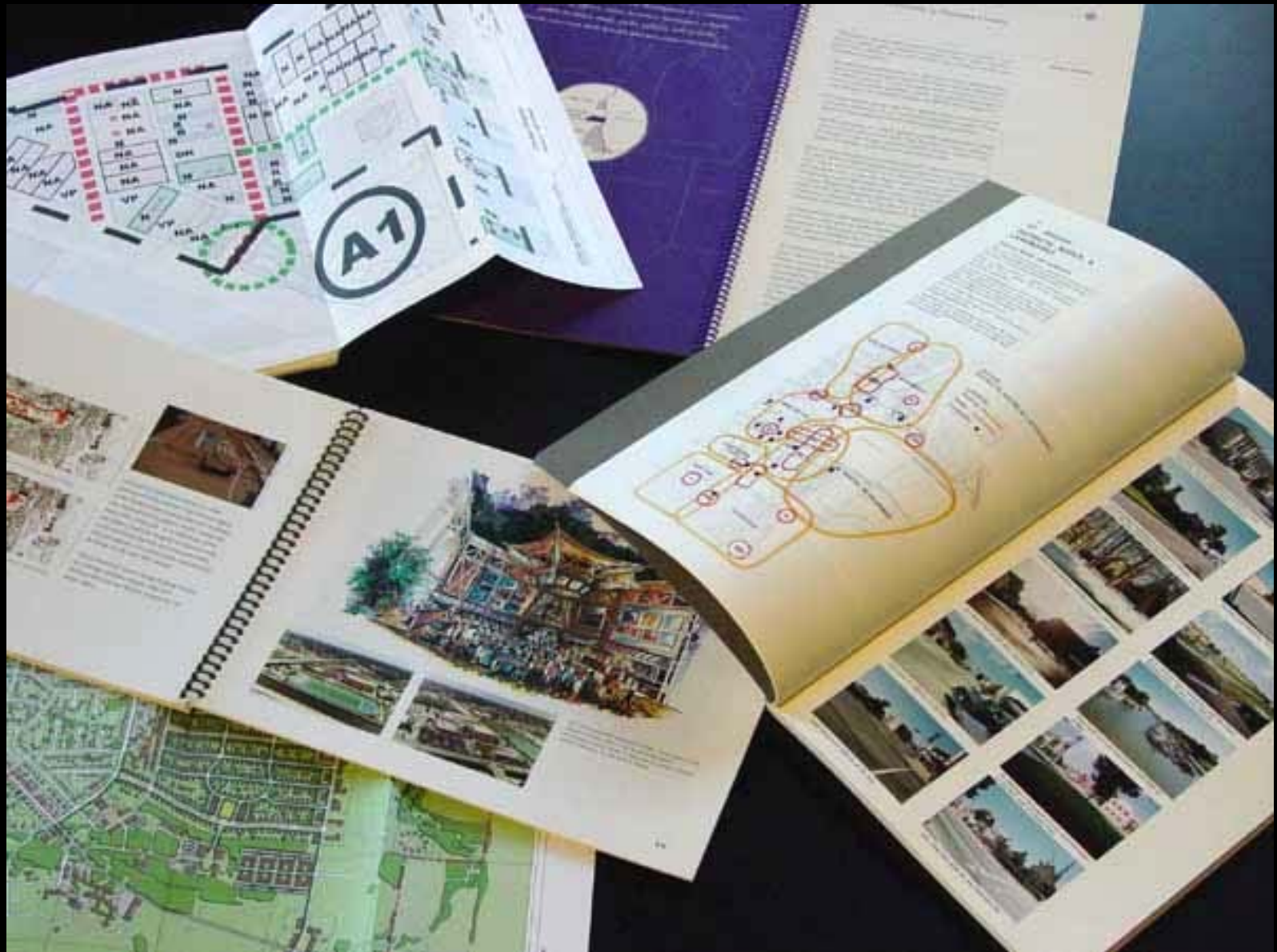
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# Planning Areas





## Communicate Plans Effectively





# Public Participation and Consensus Building



# Public Participation and Consensus Building



# **PLANNING PROCESS AND SCHEDULE**



# **Master Plan Update: Project Approach**

- 1. Review of Prior Studies and Orientation**
- 2. Public Participation and Coordination \***
- 3. Kick-off Meeting**
- 4. Visioning, Issues, Goals, and Objectives \***
- 5. Agricultural, Natural and Cultural Resources \***
- 6. Economic Development \***
- 7. Land Use \***
- 8. Housing \***
- 9. Transportation, Utilities, and Community Facilities \***
- 10. Intergovernmental Cooperation \***
- 11. Final Plan and Approval**

***\* Denotes required by Smart Growth legislation***



# 1. Review of Prior Studies

Current Land Use Plan

Zoning Ordinance

Prior and Current Studies



## 2. Public Participation and Coordination Strategies

City is divided into 9 neighborhoods and 2 corridors

*Neighborhood Listening Session and Visual Preference Survey*

*Neighborhood Review Session*

*Final Neighborhood Review Session*

First Year:

Planning Areas B, F, G, H, I

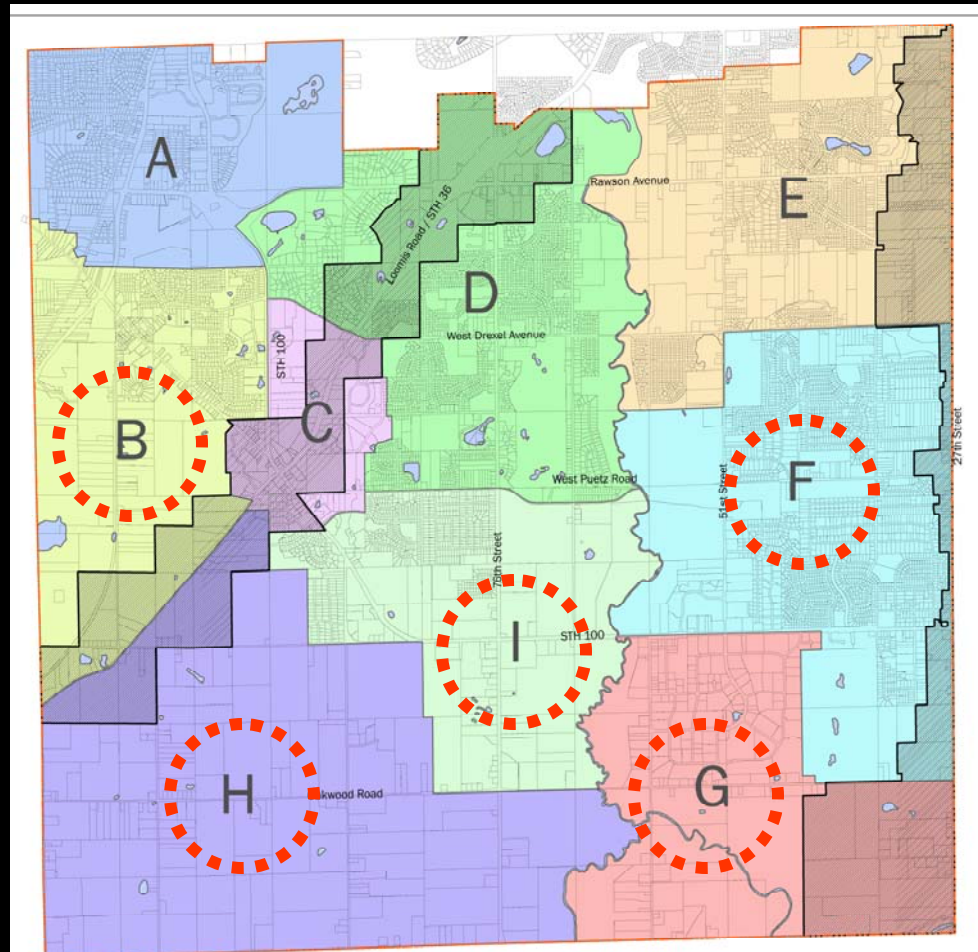
Second Year:

Planning Areas A, C, D, E

*Open House*

*Public Hearing*

On-going Website Updates



# In-person surveys to discuss a community's development preferences



## 1. Residential Character

1	-5	-4	-3	-2	<div></div>	0	1	2	3	4	5
2	-5	-4	-3	-2	-1	0	1	2	3	4	5
3	-5	-4	-3	-2	-1	0	1	2	3	4	5
4	-5	-4	-3	-2	-1	0	1	2	3	4	5
5	-5	-4	-3	-2	-1	0	1	2	3	4	5
6	-5	-4	-3	-2	-1	0	1	2	3	4	5

## 2. Commercial Character

7	-5	-4	-3	-2	-1	0	1	2	3	4	5
8	-5	-4	-3	-2	-1	0	1	2	3	4	5
9	-5	-4	-3	-2	-1	0	1	2	3	4	5
10	-5	-4	-3	-2	-1	0	1	2	3	4	5

1	-5	-4	-3	-2	-1	0	1	2	<div></div>	4	5
2	-5	-4	-3	-2	-1	0	1	2	3	4	5
3	-5	-4	-3	-2	-1	0	1	2	3	4	5
4	-5	-4	-3	-2	-1	0	1	2	3	4	5
5	-5	-4	-3	-2	-1	0	1	2	3	4	5
6	-5	-4	-3	-2	-1	0	1	2	3	4	5

7	-5	-4	-3	-2	-1	0	1	2	3	4	5
8	-5	-4	-3	-2	-1	0	1	2	3	4	5
9	-5	-4	-3	-2	-1	0	1	2	3	4	5
10	-5	-4	-3	-2	-1	0	1	2	3	4	5



# Listening Sessions and Visual Preference Survey

Planning Area B: September 19th

Planning Area H: September 21st

Planning Area F: September 26th

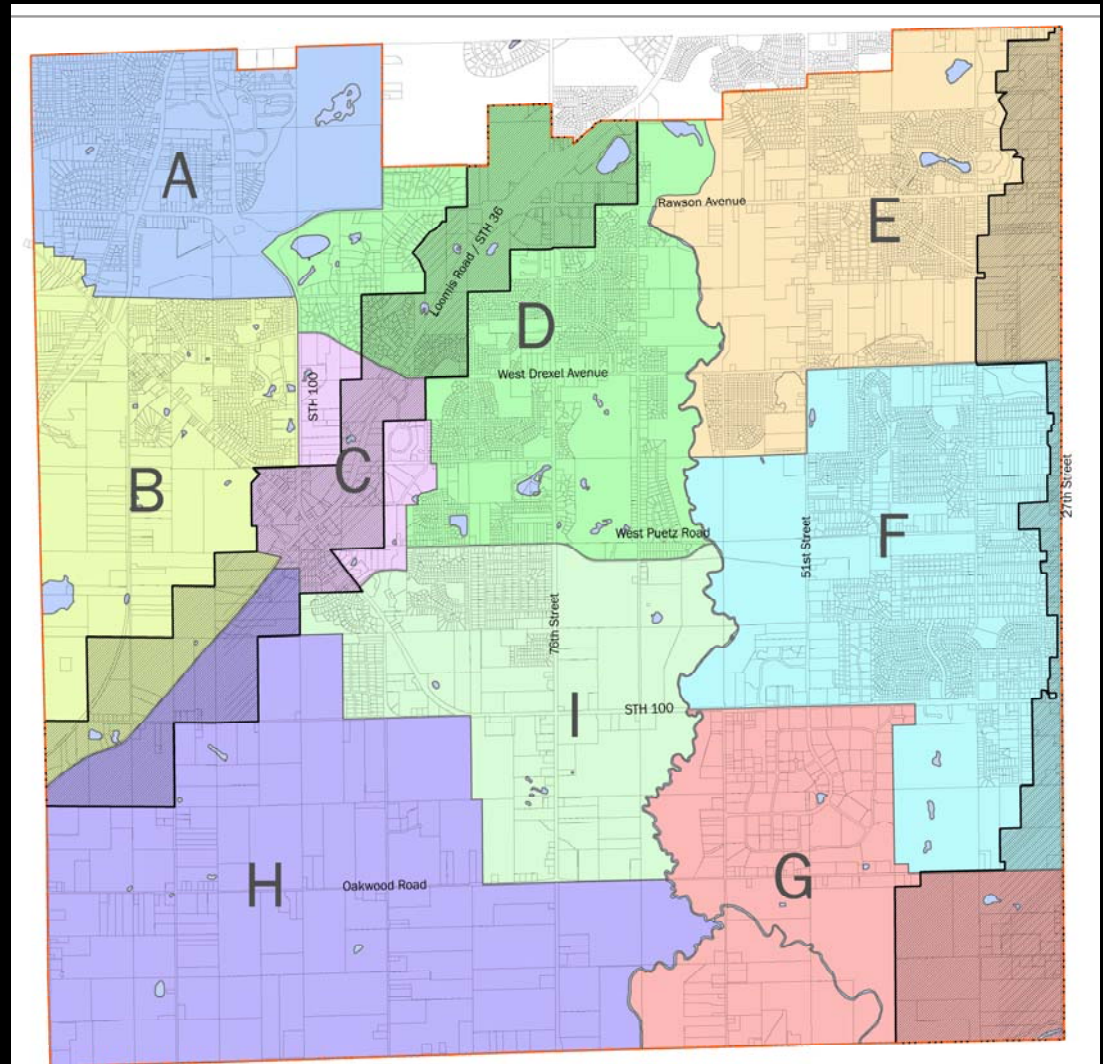
Planning Area I: September 28th

Planning Area G: September 29th

**6:30 PM**

**Franklin Library –**

**Fadrow Room**





### 3. Kick-off Meeting

### 4. Visioning, Issues, Goals, and Objectives

Visioning, Issues, Goals, and Objectives

Issues and Opportunities Element

*demographics*

*education levels*

*population trends*

*income levels*

*age distribution*

*employment data*

*household size*

*economic base, employers, and*

*number of households*

*location of employment centers*

## **5. Agriculture, Natural, and Cultural Resources**

### **Natural Area Assessment and Recommendations**

*City-wide natural resource conditions & analysis*

*Identify sensitive resources limiting site development*

*Identify short and long-term issues affecting resources*

### **Cultural and Historic Resources**

### **Agricultural and Non-metallic Resources**

*Inventory and map soil conditions*

*Identify areas for conservation programs*

## **6. Economic Development**

### **Market Trend Analysis**

*Assessment of Franklin's customer base*

*Identify new markets and City's strengths*

*GIS modeling of economic data*

### **Real Estate and Developer Interviews (6 to 10)**

*Identify sites with immediate development opportunities*

### **Economic Opportunities**

*Determine specific demand and customers*

### **Real Estate Opportunities**

*Site specific opportunities*

## 7. Land Use

### Land Use Element

*Integrate past and on-going planning studies*

*Map land uses*

*Recommend density scenarios*

### Build-out Analysis

*GIS analysis to identify infill and development opportunities*

*Map “Potentially Developable Lands”*

## 8. Housing Development

### Housing Element

*Determine future locations, densities and types of residential development*



## **9. Transportation, Utilities, and Community Facilities**

### **Transportation Analysis and Inventory**

*Evaluate and summarize state & regional plans*

*Inventory, map, and evaluate existing system*

### **Transportation Recommendations**

*Identify future roads and connections*

### **Wireless Communications Facilities**

*Develop short and long-term policies for siting*

### **Community Facilities**

*Determine need and location for new facilities*

**Official map for the entire City**

## 10. Intergovernmental Coordination and Implementation

### Intergovernmental Coordination

*Milwaukee County*

*MMSD*

*SEWRPC*

*School districts*

*Surrounding communities*

### Implementation Strategy

*Phasing*

*Critical dates*

*Responsible parties*

*Funding sources*

## 11. Final Plan and Approval

Includes Public Hearing

TIMELINE: Franklin Comprehensive Plan										2005								2006												2007					
										May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr		
<b>1 Review of Prior Studies</b>																																			
1.1 Review Prior Studies																																			
1.2 Project Committee Meeting No. 1																																			
<b>2 Public Participation &amp; Coordination</b>																																			
2.1 Public Participation Strategy																																			
2.2 Plan Commission Meeting No. 1																																			
2.3 Neighborhood Listening Sessions and Visual Pref. Survey																																			
2.4 City-wide Survey																																			
2.5 Neighborhood Reivew Sessions																																			
2.6 Final Neighborhood Review Sessions																																			
2.7 City-wide Open House																																			
2.8 Public Hearing																																			
2.9 Web Site																																			
<b>3 Kick-off Meeting</b>																																			
3.1 Project Committee Meeting No. 2																																			
3.2 Kick-off Meeting																																			
3.3 Project Committee Meeting No. 3																																			
3.4 Plan Commission Meeting No. 2																																			
<b>4 Visioning, Issues, Goals &amp; Objectives</b>																																			
4.1 Visioning, Issues, Goals & Objectives																																			
4.2 Issues and Opportunities																																			
4.3 Project Committee Meetings No. 4 & 5																																			
4.4 Plan Commission Meetings No.3 & 4																																			
<b>5 Agricultural, Natural and Cultural Resources</b>																																			
5.1 Natural Area Assessment and Recommendations																																			
5.2 Cultural and Historic Resources																																			
5.3 Agricultural and Non-Metallic Resources																																			
5.4a Landfill Buffer																																			
5.4b Development Concepts for Landfill																																			
5.4c Evaluate Financial Impacts of Landfill																																			
5.5 Draft Chapter																																			
5.4 Project Committee Meetings No. 6 & 7																																			

				City-wide Task	
				First 5 planning areas	
				Last 4 planning areas	

[illegible]



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